

Abstract

- 108*
182 Telecommunication method, comprising the following steps:
- 5 integrating program-accompanying digital data in a TV or radio program and transmitting this program;
- reception and reproduction of this program by a mobile radio device combined with a TV and/or radio receiving system, the receiving system comprising a chip-card reader into which the user of the receiving system can insert a SIM card to identify himself;
- 10 displaying at least one option corresponding to the integrated digital data on a display of the receiving system and selection of an option by the user of the receiving system;
- preparation by the SIM card of a message corresponding to the selected option, the prepared message comprising at least one data field from the digital data received;
- 15 transmitting said message to a server over a bidirectional mobile radio network;
- automatic user recognition by the server, the user recognition using information stored in the identification card and transmitted over the
- 20 bidirectional telecommunications network;
- combining at least some of the data received with user-specific data.

(Fig. 1)